



**A STEP-BY-STEP GUIDE TO  
COMPLETING THE**

**GOVERNOR'S  
TRANSPORTATION SAFETY  
CHALLENGE**

**APPLICATION**

**KENTUCKY TRANSPORTATION CABINET  
DEPARTMENT OF TRANSPORTATION SAFETY  
200 MERO STREET  
FRANKFORT, KENTUCKY 40622  
502-564-1438  
[HTTP://HIGHWAYSAFETY.KY.GOV](http://highwaysafety.ky.gov)**

## WHAT IS THE TRANSPORTATION SAFETY CHALLENGE?

The Governor's Transportation Safety Challenge is a competition between the 4Es of traffic safety—law enforcement, engineering, education and emergency response agencies and organizations. It recognizes and rewards the best overall traffic safety programs in Kentucky. The areas of concentration include efforts to enforce laws and educate the public about various traffic safety issues, including occupant protection, impaired driving, child passenger safety and speeding. Organizations submit an application (usually in a three-ring or presentation binder) that documents their efforts and effectiveness in these areas. The winning safety programs in law enforcement combine officer training, public information and enforcement to reduce fatalities and injuries within its jurisdiction. The winning safety programs in the other areas combine training, public information, engineering and emergency response activities to reduce fatalities and injuries.

## WHY DOES THE DEPARTMENT OF TRANSPORTATION SAFETY DO THIS?

The Kentucky Department of Transportation Safety believes that a combination of the 4Es is the most effective means to reducing fatalities and injuries on Kentucky's highways. An increase in traffic enforcement, effective engineering solutions, heightened traffic safety awareness through public information and educational campaigns, and increased or improved emergency response all contribute to the decrease of motor vehicle crashes, fatalities and injuries. The Kentucky Department of Transportation Safety believes one of the best ways to promote, build and increase participation in traffic safety is to establish this state *Challenge* program. Law enforcement winners of this *Challenge* will be eligible for and applications will be submitted to the IACP Law Enforcement Challenge for competition on a national level.

## WHAT'S IN IT FOR AN AGENCY OR ORGANIZATION?

This competition is a friendly way for agencies and organizations to increase their attention to traffic safety. It provides opportunities for public recognition of exemplary programs, incentive for continuing traffic safety activities and documentation of effectiveness that can be used for future grant proposals. Most agencies and organizations already do some traffic safety programs, so participation does not require extra commitment on anyone's part. Merely documenting current activity could produce many winners. This documentation can help provide accountability and prove the value of a strong traffic safety program. Being the "winner" brings a great deal of positive attention to your organization, benefits at budget time and enhances an agency's reputation as a traffic safety partner.

## HOW ARE THE APPLICATIONS JUDGED?

A panel of judges will review each application and assign points based on the criteria. After judging, the scores are averaged and the final score is assigned. After all of the applications are scored, the agencies/organizations are ranked in their categories. A minimum of 50 points **MUST** be earned to receive an award. There may be categories where no awards will be presented due to either a lack of entries or not enough agencies achieving a minimum score. All judges are independent members of law enforcement, engineering, emergency response or educational organizations.



## COMPLETING YOUR CHALLENGE APPLICATION

This booklet is designed to assist you in putting together an application for the Governor's Transportation Safety Challenge. It also conforms with the guidelines for the National IACP Law Enforcement Challenge. By following these simple recommendations, you can make it much easier for the judges to locate the necessary information, thus giving your application an edge that could make the difference.

Agencies/organizations choosing to participate will typically submit a bound or binder application (not to exceed one inch). The application documents the agency/organization's efforts in addressing traffic safety. The body of the application should showcase the traffic safety efforts in the categories listed according to the application type that is submitted.

If you are a law enforcement agency, your single Challenge application is entered into two separate programs: the Governor's Transportation Safety Challenge and the IACP National Law Enforcement Challenge. The National Law Enforcement Challenge and several state partners have much in common; the judging criteria and applications mirror each other but differ in category sizes and criteria. These differences are not something that will need your attention. Upon receipt of your application, it will be placed in the appropriate category by size and type of agency. Many agencies work together in their efforts throughout the years, and can combine their data in one application to submit a multi-jurisdictional entry.

## GENERAL TIPS ON A WINNING SUBMISSION

- First impressions count, a neat, well-organized application that is easy to follow during the judging makes a BIG difference.
- Maximum of one inch binder/presentation (bound or binder).
  - ◆ Make sure all the information you want the judges to see is securely attached inside the binder.
- Organize the categories of your binder in the same order as listed in the application.
  - ◆ Consider tabbing the sections and highlighting the appropriate information.
- Make sure you address every question asked—do not say "N/A" or leave blank without an explanation.
  - ◆ Sometimes the difference between 1st and 3rd place is 2 or 3 points. Every piece of information is important. If you fail to include one policy or one piece of data, it can make the difference between 1st and 3rd, or placing and not placing at all.
  - ◆ Lists and graphs/charts are very helpful to illustrate your accomplishments.
- Scan your article and photos. Do not forget to use captions telling the judges what the picture is and how it applies to your program.
- Do not include minutia—only what counts. Quality is more important than quantity.
- Do not include actual handouts, key rings, pencils, etc.—provide a photo.
- No videos, audio or computer-based presentations allowed.

There is no standard format for completing a Challenge application; however here are some things you can do to make your application more attractive to the judges. Most importantly, follow the application order. Directly behind the application form, your submission should provide a brief introduction about your agency/organization's traffic safety programs. Following the introduction, include information following the application order, one for each section of the judging criteria.

## ORGANIZING YOUR APPLICATION

### Introduction

Give a brief description of your agency/organization's traffic safety problem as related to occupant protection, impaired driving, speeding and other traffic safety areas along with the solution you have developed to combat these problems. Complete all that apply as indicated. (ie., 4Es, enforcement only)

### Policy & Guidelines (20 possible points) (4Es)

Applicants MUST provide a brief narrative or copy of their policies and guidelines for safety belt use within the agency/organization, and if applicable, the enforcement policies and guidelines for safety belt, child passenger safety restraints, impaired driving, speed and other traffic safety areas.

- Include only the page(s) with the necessary information, not the entire policy.
  - ◆ Summarize the policy clearly, highlighting the pertinent information and passages.
- If your agency/organization has no policy for the requested target areas, provide a brief statement saying so—do not make the judges search for one.
- Do not say that you have a policy or enforcement guidelines and then neglect to include them.
- Enforcement guidelines are clear statements emphasizing the importance of DUI, speed, belt and child seat enforcement for your department.
  - ◆ Enforcement guidelines should be specific—one for each; DUI, speed, belts, and child seat enforcement.
  - ◆ Guidelines may be part of a policy/procedure statement; agency goals & objectives; operational plans; or internal memorandum.
  - ◆ Neither a state law nor a memorandum recommending belt use or enforcement of the target areas is considered a policy.
  - ◆ Do not include operational plans or process procedures (DUI checkpoints) unless necessary for the application.

### Training (20 possible points) (4Es)

Outline the training conducted during the year in occupant protection, impaired driving (detection and apprehension), speed enforcement and other traffic safety areas; provide a brief narrative about the training your agency/organization conducted during the year.

- Include the percentage of officers trained in each category. (Up to 5 points will be awarded in each area)
  - ◆ Occupant Protections (usage and enforcement)
  - ◆ DUI (public information, detection and apprehension)
  - ◆ Speed (public information, detection and apprehension)
  - ◆ Overall other comprehensive traffic safety training (MCS, pedestrian, bike safety, etc...)
- Provide a brief narrative of your training activities.
- Be sure to provide the number of and the percentage of sworn personnel trained and the type of training conducted. (SFST, Operation Kids and many other programs can be used over several Roll Call training sessions—take advantage of roll call training.)
- Include a matrix of the types of training provided and how many officers were trained or updated during the year.
- If you say officers were trained, show your documentation.
- DO NOT include training that has nothing to do with the categories or did not occur in the current year. (Unless it is the overall traffic safety training.)
- DO NOT include entire training manuals, certificates, or rosters of each class conducted.

## ORGANIZING YOUR APPLICATION

### **Incentives & Recognition (15 possible points; Up to 5 pts. Will be awarded in each area) (4Es)**

Additional points are awarded for agencies/organizations that reward officers for a job well done and citizens that practice safe driving. Rewards and incentives are important elements in letting people know that traffic safety is a priority in the community and agency/organization.

- Participation in Saved By The Belt programs (state, local or IACP Saved By The Belt)
- Recognition of officers for DUI enforcement
- Recognition of officers for Speed Enforcement
- Recognition of officers for Other Traffic Safety Area Enforcement

These points can make or break an application. Additional points are given (5 each) so make sure you show the judges what you did in these areas.

### **Public Information & Educations (40 possible points) (4Es)**

This section is very important. The bulk of the points are based on your efforts to promote the issues of occupant protection, impaired driving, speed enforcement and other traffic safety areas. Show your creativity in promoting your programs. Provide a narrative of your public information and education activities and your efforts to publicize highly visible enforcement during the year. Tell us what you have done and how you got the message out to the public.

- Your participation in the National and/or local Mobilizations and Crackdowns (e.g. *Over the Limit, Under Arrest, Buckle Up Kentucky*) and sustained high visibility impaired driving enforcement.
- Show the judges what you have done: Photos/news articles/letters/etc...(insure these have captions that tell us what they are). Use pictures to highlight your narrative.
- Give details on each activity/program and how well it worked. Who was involved? How did you get your community/businesses/politicians/other agencies to work together? (coalitions)

### **Enforcement Activity (40 possible points) (Enforcement Only)**

Provide the number of citations/warnings issued by your department for safety belt/child safety seats, impaired driving, and speeding violations for any of the best three (3) month period during the year—they do not have to be consecutive months or the same three months of the target programs. (Do not include data from the entire year unless it is highlighted.)

- Safety belt citations
- Child safety/booster seats
- Speed related citations (including too fast for conditions and failure to reduce speed)
- Impaired driving arrests
- Include number and type of special enforcement efforts. State not only the number of enforcement efforts but also explain what they were.
- The numbers should make sense compared to the number of officers in your department. (If you have 200 officers and only issued 250 citations for safety belt violations, this is not good.)
- If your agency has a "No Warnings" policy, say so. If you just put a "0" in that line without explanation, you will lose points.
- Provide a brief narrative explaining in detail what you accomplished during the enforcement efforts.
- If you have shown an improvement over previous periods or years, show it. The application page should show 3 month numbers, but your attached narrative could explain annual numbers and any improvement over the years. (Recent data—not from 10 years ago.)

### **How Effective Were You? (40 possible points) (4Es)**

The secret to this section is very simple: do research and find the numbers. This is not only important to

## ORGANIZING YOUR APPLICATION

complete your challenge application but also data that will help you evaluate and build your entire traffic safety program. This section can be used as a barometer on how well your agency is doing. At a minimum, address your traffic program's effectiveness in the following areas:

- Change in safety belt use—you must show the difference. What was the change in the belt use rate in your jurisdiction over a 6 month period?
- You must show the numbers of speed and alcohol related fatalities and injury crashes—how do they compare to previous years? Use graphs and charts to illustrate this change.
- If you state “unknown” you will not get credit! Do the research! Find the numbers!
- Your effectiveness documentation should also include results of some of your enforcement programs.
- Provide a narrative of your effectiveness. How did the programs change your results and did the community support your efforts?
- How many total crashes were in 2006 and how did it compare to previous years?

While this may seem difficult for smaller departments, it is ALWAYS a good idea to keep track of this data. It can be used to help plan and make program decisions in your agency and help you determine how to allocate resources.

### Quality of Submission (15 possible points) (4Es)

The following questions will be considered and a score for presentation will be awarded by the judges.

- How well did you organize your application? (Your submission should follow the order of the application.) The judges will look at how much effort you expended in preparing your application.
- Make things easy to find! Remember, there will be hundred of applications for the judges to review. Make use of bullets and highlight critical points.
- DO NOT send more than one, 1” binder—you will not be judged by weight or volume, but by quality, accomplishments, and completeness.
- DO NOT send video or audio tapes—judges do not have the time to view each one.
- If you have done audio/video PSA's, then summarize them in narrative form. For the video PSA, if possible, include a “freeze-frame” photo shot from the video.
- Is all the information clearly provided and is it creatively presented? Make the submission clear, concise, and easy to follow. Use tabs to locate important items.

### Special Awards

In addition to the first, second, and third place Law Enforcement Challenge awards one can receive, there are several other “special awards” for which your agency may compete. If your agency wishes to do so, your application should include **a separate tab or section for each special award for which you wish to be considered.**

- On the application form, do NOT check all of the special award categories—only check the special awards for which you have provided the additional data and information.
- Place these special award sections in the rear of your presentation/book.

**If you do not “place” in the awards program, it does not mean that you did not do a good job—it only means that another agency in your category did better. Strive to do more the following year. Interact with others who have successful programs and learn from them. Do not give up! Above all, remember that what you have done has made a difference! The community that you serve has benefited from your work and is a safer place to drive and live. Everyone is a winner!**

## TRANSPORTATION SAFETY CHALLENGE APPLICATION CHECKLIST

**Use this checklist to ensure you report what your agency was involved in during the year. This is a partial list of some of the required materials.**

### **Have you included.....?**

- \_\_\_\_\_ Written policy requiring officer/employee safety belt use
- \_\_\_\_\_ Written guidelines for enforcing safety belt laws
- \_\_\_\_\_ Written guidelines for speed enforcement
- \_\_\_\_\_ Written guidelines for impaired driving enforcement
- \_\_\_\_\_ Training Information—Updates or new training during the past year; Roll-call, in service, seminars, conferences, etc.

### **Did you include.....?**

- \_\_\_\_\_ An outline of your public information campaigns and programs
- \_\_\_\_\_ Nomination of officers/employees for any traffic safety awards either locally or in the state or nationally
- \_\_\_\_\_ Departmental/agency/organization awards
- \_\_\_\_\_ Memberships in any safety groups or transportation safety commissions where your department played an active role
- \_\_\_\_\_ Participated in any child passenger safety training and programs
- \_\_\_\_\_ Nomination for Saved by the Belt/Air Bag Awards
- \_\_\_\_\_ Any public/private partnerships in traffic safety activities
- \_\_\_\_\_ Multi-jurisdictional projects such as checkpoints or coalitions
- \_\_\_\_\_ Use of speed trailers, number of times used and how they were deployed and what was the effect
- \_\_\_\_\_ Presentations to groups—PTA, Scouts, employers, military, etc.
- \_\_\_\_\_ Media coverage highlighting your highway safety activities
- \_\_\_\_\_ Number of times your message or activities appeared or were mentioned on TV or radio
- \_\_\_\_\_ Show signs and billboards, PSAs produced and/or used by your agency/organization
- \_\_\_\_\_ Safety belt challenges and or surveys for your jurisdiction
- \_\_\_\_\_ Pictures of handouts and printed materials
- \_\_\_\_\_ Summary of press releases and/or media coverage

### **Did you provide.....?**

- \_\_\_\_\_ Completed Governor's Transportation Safety Challenge Application
- \_\_\_\_\_ Enforcement/program/project data
- \_\_\_\_\_ Citations for three months for safety sblets, DUI & speed
- \_\_\_\_\_ Safety belt surveys (pre & post) in your community
- \_\_\_\_\_ Percentage (%) of fatalities/injuries that were alcohol & speed related
- \_\_\_\_\_ Special award information tab or section you need to include for judging the special awards for which you wish to be considered (rear of book/presentation)

**For more information about  
the Challenge program, or  
for assistance with your  
application, contact:**

**Department of  
Transportation Safety  
1-888-374-8768**

# 2007 APPLICATION Enforcement Only

## Check One:

- ☐ Municipal Police (City, County, or town)
- ☐ Sheriff
- ☐ Kentucky State Police
- ☐ Kentucky Vehicle Enforcement
- ☐ Federal Agency
- ☐ Military Police
- ☐ University Police
- ☐ Private
- ☐ Special Enforcement Agency
- ☐ Multi-jurisdictional

## Special Award Consideration

- ☐ Occupant Protection
- ☐ Impaired Driving
- ☐ Speed Awareness
- ☐ Child Passenger Safety
- ☐ Underage Alcohol Prevention
- ☐ Technology Award
- ☐ Bicycle/Pedestrian
- ☐ Commercial Vehicle

Agency Name: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Agency Head: \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Address: \_\_\_\_\_ E-Mail: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_ No. of Sworn Officers: \_\_\_\_\_

Contact Name/Rank: \_\_\_\_\_ No. of Patrol Officers: \_\_\_\_\_

### I. Policy and Guidelines (Agency MUST provide brief narrative or copy.)

This agency has:

- ☐ Yes ☐ No A written policy requiring officer safety belt use.  
☐ Yes ☐ No A written policy/guidelines making enforcement of safety belt and child passenger safety restraint laws a priority.  
☐ Yes ☐ No A written policy/guidelines making speed enforcement a priority.  
☐ Yes ☐ No A written policy/guidelines making impaired driving enforcement a priority.

### II. Training of Officers (Agency MUST provide brief narrative or outline of activities.)

- \_\_\_\_\_ (#) \_\_\_\_\_ % of patrol officers, who received in 2006, updates or new training in occupant Protection.  
 \_\_\_\_\_ (#) \_\_\_\_\_ % of patrol officers, who received in 2006, updates or new training in Impaired driving detection and apprehension.  
 \_\_\_\_\_ (#) \_\_\_\_\_ % of patrol officers, who received in 2006, updates or new training in speed enforcement.  
 \_\_\_\_\_ (#) \_\_\_\_\_ % of sworn officers, who received any traffic safety related training in the past.  
 Include: occupant protection, impaired driving, speeding, aggressive driving, bike/ped, MCS, etc.....

### III. Incentives and Recognition (Agency MUST provide narrative or program details.)

This agency participates in:

- ☐ Yes ☐ No Saved by the Belt/Air Bag (IACP officer and/or citizen award programs.)  
☐ Yes ☐ No Officer recognition programs for impaired driving detection and apprehension.  
☐ Yes ☐ No Officer recognition programs for speed detection and apprehension.

### IV. Public Information and Education

Provide a written narrative of all the public information & education efforts conducted during 2006 to address occupant protection, speed and DUI. Also include all information on your total traffic safety programs and initiatives during 2006.

- ☐ Yes ☐ No Traffic safety educational/enforcement mobilizations/campaigns (Operation ABC, Drunk Driving: Over the Limit. Under Arrest. Safe & Sober, Buckle Up Kentucky!)

### V. Enforcement Activity (During and three months of 2006) Provide brief narrative explaining what your agency accomplished.

This agency participates in:

- \_\_\_\_\_ # of citations, \_\_\_\_\_ # of warnings for safety belts  
 \_\_\_\_\_ # of citations, \_\_\_\_\_ # of warnings for child passenger safety violations  
 \_\_\_\_\_ # of citations, \_\_\_\_\_ # of warnings for speeding  
 \_\_\_\_\_ # of arrests for impaired driving, \_\_\_\_\_ # of special enforcement efforts in 2006  
 How many were checkpoints? \_\_\_\_\_ How many were saturation patrols? \_\_\_\_\_

### VI. Effectiveness of Efforts Provide a narrative of your effectiveness. (i.e. "How did the programs impact your overall effectiveness?")

Safety belt usage rate — Beginning rate: \_\_\_\_\_ % Mo/Yr: \_\_\_\_\_ / \_\_\_\_\_  
 End rate: \_\_\_\_\_ % Mo/Yr \_\_\_\_\_ / \_\_\_\_\_ (At least 6 months apart)

Percentage of 2006 fatal and injury crashes related to: Speed — \_\_\_\_\_ %; Alcohol — \_\_\_\_\_ %

Total crashes for 2004: \_\_\_\_\_ 2005: \_\_\_\_\_ 2006: \_\_\_\_\_

# 2007 APPLICATION Non-Enforcement

## Check One:

- ☐ Engineering
- ☐ Emergency Response
- ☐ Education in Traffic Safety
- ☐ Other

## Special Award Consideration (check only one below, if applicable)

- ☐ Occupant Protection
- ☐ Impaired Driving
- ☐ Speed Awareness
- ☐ Child Passenger Safety
- ☐ Underage Alcohol Prevention
- ☐ Technology Award
- ☐ Bicycle/Pedestrian
- ☐ Commercial Vehicle
- ☐ Research
- ☐ Engineering Projects

Agency Name: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Agency Head: \_\_\_\_\_ Fax: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

Address: \_\_\_\_\_ E-Mail: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_ No. of Employees: \_\_\_\_\_

Contact Name: \_\_\_\_\_

### I. Policy and Guidelines (Agency MUST provide brief narrative or copy.)

This agency has:

- ☐ Yes ☐ No A written policy requiring safety belt use.  
☐ Yes ☐ No A written policy/guidelines making safety belt and child passenger safety restraint a priority.  
☐ Yes ☐ No A written policy/guidelines making speeding issues a priority.  
☐ Yes ☐ No A written policy/guidelines making impaired driving issues a priority.

### II. Training (Agency MUST provide brief narrative or outline of activities.)

- \_\_\_\_\_ (#) \_\_\_\_\_ % of employees, who received in 2006, updates or new training in occupant Protection.  
 \_\_\_\_\_ (#) \_\_\_\_\_ % of employees, who received in 2006, updates or new training in traffic safety issues related to impaired driving.  
 \_\_\_\_\_ (#) \_\_\_\_\_ % of employees, who received in 2006, updates or new training in traffic safety issues related to speeding.  
 \_\_\_\_\_ (#) \_\_\_\_\_ % of employees, who received any traffic safety related training in the past.  
 Include: occupant protection, impaired driving, speeding, aggressive driving, bike/ped, MCS, etc.....

### III. Incentives and Recognition (Agency MUST provide narrative or program details.)

This agency participates in:

- ☐ Yes ☐ No Saved by the Belt/Air Bag Awards Programs  
☐ Yes ☐ No  
☐ Yes ☐ No

### IV. Public Information and Education

Provide a written narrative of all the public information & education efforts conducted during 2006 to address occupant protection, speed and DUI. Also include all information on your total traffic safety programs and initiatives during 2006.

☐ Yes ☐ No Traffic safety educational campaigns

### V. Effectiveness of Efforts Provide a narrative of your effectiveness. (i.e. "How did the programs impact your overall effectiveness?")

Safety belt usage rate — Beginning rate: \_\_\_\_\_ % Mo/Yr: \_\_\_\_\_ / \_\_\_\_\_  
 End rate: \_\_\_\_\_ % Mo/Yr \_\_\_\_\_ / \_\_\_\_\_ (At least 6 months apart)

Percentage of 2006 fatal and injury crashes related to: Speed — \_\_\_\_\_ %; Alcohol — \_\_\_\_\_ %

Total crashes for 2004: \_\_\_\_\_ 2005: \_\_\_\_\_ 2006: \_\_\_\_\_

### VI. Non-enforcement Activities Provide a narrative identifying your program, coalition or engineering project. Show how these activities have made a difference, or will make a difference, in reducing fatalities and injuries on Kentucky's highways.

Kentucky Transportation Cabinet  
Department of Transportation Safety  
200 Mero Street  
Frankfort, Kentucky 40622  
Phone: 502-564-1438  
<http://highwaysafety.ky.gov>



## **VISION**

**THROUGH PUBLIC AND PRIVATE PARTNERSHIPS, ACHIEVE THE MOST IMPROVED AND SUSTAINABLE DOWNWARD TREND IN HIGHWAY FATALITIES AND INJURIES IN THE NATION.**

## **MISSION**

**TO REDUCE KENTUCKY'S HIGHWAY FATALITIES AND INJURIES**

## **GOAL**

**TO REDUCE THE NUMBER OF HIGHWAY FATALITIES TO NO MORE THAN 700 BY DECEMBER 31, 2008**